

# INSIDE VIRGINIA

AN INFORMATIONAL RESOURCE FOR PROGRAMS, EVENTS & OPPORTUNITIES THAT CREATE THE VIRGINIA BUSINESS ADVANTAGE

December 2004 / January 2005

## Danville Finds Creative Ways To Recruit Businesses to Downtown

When the Downtown Danville Association (DDA) began a revitalization effort, one of the biggest challenges was finding usable space for new businesses. Many of the existing vacancies were too large for the average small business and were in an advanced state of disrepair. Prospective business owners, when confronted with the task of cleaning up after years of neglect, faced months of work and thousands of dollars invested before they could even expect to open.

With the help of a market analysis and federal grant money slated for downtown repairs, the DDA created a win-win plan. If the owner of a space agreed to lease to the DDA for \$1 a month, the city would use grant money to rehabilitate the façade and first floor of the space. Within the time frame of the lease, DDA would sub-lease the renovated space to a business tenant for market value rent. For the remainder of the lease, the tenant's payments would be used to fund another downtown rehabilitation project. At the end of the lease, the building would revert back to the owner - an improved property complete with a tenant. The only condition would be that the space could only be used for retail.



Those familiar with downtown Danville will know the first project participant well - the old Butler Shoe building on Main Street. After repairs, the DDA sub-leased the space to the Virginia Furniture Gallery.

DDA Executive Director Lizbeth Sater said this first renovation is a wonderful addition to the downtown and has sparked a lot of interest for future renovation.

"My advice to communities looking for creative ways to recruit business would be, first, to never give up." Sater said. "Have a good understanding of what your costs will be and give yourself some padding. Find money and save money where you can."

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## Governor Appoints New DBA Director

Governor Warner recently announced his appointment of Mike Eisenman as Director of DBA. After a 30-year business career, Eisenman was appointed the Deputy Director of DBA in May of

2002. In his new position, he will be responsible for overseeing all agency divisions to ensure they meet the needs of Virginia's business and economic development communities.

IV04

**ARE YOU IN THE DARK  
ABOUT YOUR NEXT BUSINESS MOVE?**

**THEN LET US SHED SOME LIGHT!**

**We are the Virginia Department of Business Assistance and our business is your success!** DBA serves as the business community's voice, partner and representative to state government. We are your link to countless resources throughout the Commonwealth and beyond. We can help your business by:

- Obtaining Capital, Workforce Recruiting & Training for eligible businesses
- Serving as a Resource for Business Information & Assistance
- Networking & Knowledge through DBA Events

For more information on these services or general business questions contact our:

**VIRGINIA BUSINESS INFORMATION CENTER at**  
804-371-0438 | 1-866-248-8814 | [VBIC@DBA.VIRGINIA.GOV](mailto:VBIC@DBA.VIRGINIA.GOV)

## A Letter From Virginia Governor Mark R. Warner

Rising health care costs. It affects our state workforce. It affects your business. Even as we see the economy turning around, Virginia and the nation still must find new and innovative ways to address this problem.

Affordable coverage remains a high priority for Virginia business owners. Nationally and statewide, uninsured workers account for millions of dollars each year in lost revenue due to absenteeism and poor general health. Lost revenue also affects the communities in which these businesses operate.

There's one simple way that we can all help reduce the costs of health care: *try to promote healthier lifestyles*. It's estimated that 35 percent of Virginians



employee medical costs - that's \$52 million a year. With basic adjustments that put an emphasis on healthy lifestyles, we're trying to reverse the trend toward obesity, and also reduce our expenses on health care.

These aren't massive changes to our employees' diets or exercise routines. We're talking about making a big difference in the health of Virginians through some fairly simple lifestyle changes. Some

## HEALTHY VIRGINIANS

are overweight, and an additional 24 percent are obese. This is compared to 32 percent and 10 percent, respectively, in 1980. In all, close to 60 percent of Virginians need to make lifestyle changes to get their weight under control.

Weight problems result in a variety of lifestyle-related problems, including cerebral vascular disease, diabetes, hypertension, coronary artery disease, high cholesterol, and obesity. According to the Centers for Disease Control and Prevention, these lifestyle-related problems cost public and private insurers \$1.6 billion each year. Private insurers shoulder more than \$900 million of that burden.

Here in Richmond, I recently launched the "Healthy Virginians" initiative, focusing on state workers, school children, and Medicaid recipients. Lifestyle-related problems account for more than 10 percent of all state

recommendations you might consider for your own workforce:

Instead of a smoking break, encourage employees to take a 15-minute walking break. Your company can participate in programs like Virginia on the Move, which give employees ways to track their progress. We handed out pedometers and challenged our people to add 2,000 steps a day. For more information, go to [www.americaonthemove.org/va](http://www.americaonthemove.org/va).

Make sure that healthy alternatives to soft drinks and snack foods are also available in vending machines. Just one less candy bar or can of soda a day can make a big difference in your employees' health.

Have your employees participate in confidential

CONT'D ON BACK



### DBA Matches Businesses With State Buyers

DBA has hosted several successful procurement fairs - matching small business owners with state agencies looking to purchase specific goods and services. Several initiatives undertaken by the Warner administration have focused on learning what the Commonwealth can do to strengthen women and minority-owned businesses, and improve their access to state contracting.

DBA continues to work in conjunction with business support systems in several areas to provide free seminars designed to educate small, woman and minority-owned businesses about new opportunities to participate in state procurement. For more information on upcoming seminars, please visit [www.dba.virginia.gov](http://www.dba.virginia.gov).

### DBA Welcomes New Team Members

LEA LOFTY is the newest Project Manager for Workforce Services and will be working out of DBA's Abingdon office. She will cover Virginia's Southwest region - offering incentives that include consulting, recruiting

and assistance with training programs. Before joining DBA, Lea was an employee development manager with Travelocity.com.

JENNIFER NUTTER is DBA's new electronic media editor. Jennifer will be responsible for editing the video projects created through the Workforce Services division. Before joining DBA, Jennifer worked for Henrico County as a media and public relations specialist.

### GOVERNOR WARNER CONT'D

health assessments online. At web sites like [www.gethealthytools.com](http://www.gethealthytools.com), users can receive a detailed evaluation of their lifestyle, and document improvements to their health habits over time. There is a cost to the employer, but the potential benefits are clear.

If we all make the effort, not only can we reduce the cost of health care, we can also help Virginians improve the quality

of their lives. Virginia's businesses have an interest in maintaining a healthy workforce. But more important than that, your efforts can help improve your employees' lives.

If you have any questions or want more information, check out what we're doing at the state level. I invite you to visit our web page at [www.healthyvirginians.virginia.gov](http://www.healthyvirginians.virginia.gov). Together, we can all make a difference in ensuring more healthy Virginians.

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### Ison Named NBIA Chair

Lisa Ison, president of The New Century Venture Center (NCVC), was named chair-

woman of the National Business Incubation Association (NBIA) board of directors during a recent meeting in Columbus, Ohio.

Ison was hired in 1996 to start NCVC, a small business incubator in Roanoke and now manages its day-to-day operations. Small business incubators provide entrepreneurs and growing companies with the expertise, networks and tools they need to make their ventures successful. Many offer shared office space, office equipment and technical assistance.

Since its inception, NCVC has assisted more than 80 start-up businesses and has graduated 26 companies. Earlier this year, the program received NBIA's Randall M. Whaley Incubator of the Year award.

In 2001 alone, North American incubators assisted more than 35,000 start-up companies that provided full-time employment for nearly 82,000 workers and generated earnings of more than \$7 billion.

For more information about NBIA or the business incubation industry, visit [www.nbia.org](http://www.nbia.org).

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### ASK VBIC

**I'm thinking about starting a restaurant or catering service. Where can I find information on the regulations for food handling?** The Virginia Department of Agriculture and Consumer Services (VDACS) makes a variety of publications available, including "Starting Your Food Business" and "Keeping Your Food Safe." A list of these publications, as well as many helpful links, can be found on this VDACS webpage: [www.vdacs.virginia.gov/fdsafety/index.html](http://www.vdacs.virginia.gov/fdsafety/index.html). The publications can also be requested by calling (804) 786-3520.

**I started my business in October 2004 and will have to file my first business tax return in 2005. I'm a sole proprietor. Help!** The Virginia Business Information Center can't help you file your tax returns, but there are some basic steps you should take now to make tax filing easier. If you have not already, begin gathering all records of your 2004 expenses and income. IRS Publication 583, "Starting a Business and Keeping Records," available by calling 1-800-829-3676 or online at [www.irs.gov/pub/irs-pdf/p583.pdf](http://www.irs.gov/pub/irs-pdf/p583.pdf), is an excellent resource for this process. You'll file a Schedule C (Profit or Loss from Business) with your Federal 1040 to determine your profit/loss and a Schedule SE (Self-Employment Tax) to determine your tax liability. The calculations on your Federal 1040 will be used as the basis for your Virginia tax return. Federal tax forms are available at [www.irs.gov](http://www.irs.gov) and Virginia tax forms are available at [www.tax.virginia.gov](http://www.tax.virginia.gov).

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